1-12. (Cancelled)

13. (New) A computerized method of performing a delta update of an electronic shelf label (ESL) comprising:

(a) comparing a first data image including a first table of a plurality of registers of said ESL and current contents of said registers with a second data image including a second table of said registers and planned contents of said registers to determine a number of said registers less than all of said registers whose planned contents are different than corresponding current contents; and

(b) scheduling a message for transmission to the ESL updating only the number of said registers to include corresponding planned contents.

14. (New) The method of claim 13 further comprising:

(c) receiving an indication that an update to one or more of said registers may be necessary prior to step (a).

15. (New) The method of claim 13, further comprising:

(c) reading the first data image from a source of current ESL data.

16. (New) The method of claim 13, further comprising:

2

(c) reading the second data image from a source of product data.

17. (New) The method of claim 13 further comprising:

(c) creating a third data image including a third table with only said number of registers and the corresponding planned contents prior to step (b).

18. (New) A computerized method of performing a delta update of an electronic shelf label (ESL) comprising:

(a) receiving an indication to perform an update of a plurality of registers of said ESL by an ESL manager program;

(b) reading a first data image including a first table of said registers and current contents of said registers from current ESL data by the ESL manager program;

(c) obtaining a second data image including a second table of said registers and planned contents of said registers from product data using a data reader program by the ESL manager program;

(d) comparing the first data image with the second data image to determine a number of said registers less than all of said registers whose planned contents are different than corresponding current contents by the ESL manager program;

(e) creating a third data image including a third table

3

with only said number of registers and the corresponding

planned contents by the ESL manager program; and

(f) sending the third data image to a CBS manager

program for transmission to the ESL by the ESL manager

program.

19. (New) An electronic shelf label (ESL) system

comprising:

an ESL including a plurality of registers and a display

for displaying information; and

a host computer for comparing a first data image

including a first table of said registers and current

contents of said registers with a second data image

including a second table of said registers and planned

contents of said registers to determine a number of said

registers less than all of said registers whose planned

contents are different than corresponding current contents,

and for scheduling a message for transmission to the ESL

updating only the number of said registers to include

corresponding planned contents.

20. (New) The system of claim 19, wherein the computer is

also for receiving an indication that an update to one or

more of said registers may be necessary.

4

21. (New) The system of claim 19, wherein the computer is also for reading the first data image from current ESL data.

22. (New) The system of claim 19, wherein the computer is also for reading the second data image from product data.

23. (New) The system of claim 19, wherein the computer is also for creating a third data image including a third table with only said number of registers and the corresponding planned contents, and for scheduling transmission of the third data image as part of the message.

5